

## Jeffrey F. Reed

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### Design Director of Development and Package Design Professional

*Result-driven professional with broad based experience in Development and Package Design. Has a demonstrated ability to lead diverse teams to new levels of achievement in a variety of highly competitive industries and dynamic environments. Track record of building and maintaining rapport with key customers and departments in identifying new opportunities to achieve company goals and objectives. Loyal and trustworthy, able to foster and maintain productive professional relationships. Seeking to utilize my experience and exceptional work ethic in an organization that values dedication and results.*

#### Strengths & Expertise

Management  
Prototypes  
Identities  
Budgets

CPG  
Product Development  
Design Concepts

Negotiator  
Trade Shows  
Mechanical Drawing

Presentations  
Brand  
Illustration

#### Experience

##### **Design Director**

**Regent Baby Products Corporation, Melville, NY**

**October 2011 – Present**

- Directs and manages the in-house design department as well as external freelancers.
- Oversees the event planning for upcoming tradeshows and oversea affairs to ensure standards are met.
- Travels to China to build relationships and work with vendors/manufacturers in implementing new ideas for product/package development.
- Research new product/package trends, ideas, and brands by attending trade shows; domestically and internationally.
- Designs and supervises the design process for toy, baby, pet products and accessories, packaging, planograms, counter displays, promotional items, labels, flyers, signage, clip strips and catalogs.
- Creates in-house brand identities as well as licensed packaging.
- Supervises as well as actively involved in the approval process for Disney, Nickelodeon, Mattel, WarnerBros, Sesame, Discovery & Playtex Globally.
- Oversees/negotiates licensing contracts.
- Works directly with the CEO & sales force, as well as external vendors, to meet customer requests and obligations.

##### **Senior Product Development Manager**

**R.L. Albert & Son Inc., Stamford, Connecticut**

**May 2008 – February 2011**

- Managed product development for the candy division.
- Designed and developed packaged goods from concept to production that met FDA guidelines.
- Communicated with vendors/manufacturers in China, Mexico, Canada and South America to achieve prepress, print objectives, price negotiations, approval process and samples.
- Negotiated fees and the approval process for licensed products.
- Designed the global corporate sign/logo for R.L. Albert & Son Inc.
- Worked with management to meet budget and timelines for all packaging projects.
- Researched new trends, ideas, and brands through trade shows and online research.
- Created 3-D mock-ups and package prototypes for sales, trade shows and corporate clients.
- Designed corporate sales catalogs, print ads and presentation boards.

##### **Design Manager**

**Water-Jel Technologies, Carlstadt, New Jersey**

**December 2005 – May 2008**

- Directed and managed the graphic design team.
- Managed the approval process for new product development.
- Travel to China, managing the implementation of package design concepts with toy manufacturers.
- Designed licensed bath and cosmetic toiletry sets with novelty toys and accessories for Mattel, Disney, Dream Works, and Sesame Street.
- Created brand identities for American Red Cross, CVS, & Water-Jel products that met FDA guidelines.
- Created mechanical drawings for toys and packaged toiletries.
- Worked with materials such as plush, plastic, and foam for representations of toy toiletry products.

- Experience with rotational, injection, and blow molding for toys and sculptures.

### ***Design Manager***

**M.Z. Berger, New York, New York**

**December 2002 – November 2005**

- Directed and managed a design team with faced paced workflow.
- Product development of toy toiletry licensed products for Nickelodeon, Disney, and Mattel.
- Created and managed the development of new and upcoming samples for production.
- Rendered and illustrated 3D sculptures.
- Sketched and illustrated visuals for new concepts for cosmetics and toiletries.
- Developed side wings and end caps for Walmart and Target.
- Photographed and retouched images for primary panels of packages and presentation boards.
- Created mechanical drawings for production.
- Produced prototypes and presentations for manufacturing purposes.

### **Education**

Package Design (BFA) 5/2003, Advertising Design (AAS) 5/2001, Illustration (AAS) 5/2000  
Fashion Institute of Technology - New York, NY

### **Technical Proficiencies**

Mac & PC graphic applications, Adobe Illustrator / Photoshop, and Microsoft Office